

TO: Shelby Rafferty

DATE: November 17, 1994

FROM: Shari Teitelbaum SUBJECT: Parliament Packaging Quantitative Study - Final Report

The following summarizes results of the Parliament packaging quantitative study, which was conducted in September-October 1994. Three alternative packages were tested, including two new designs -- New Pack/Old Lettering and New Pack/New Lettering -- and the Current Pack. The full report, including copies of the packs tested, is attached.

Methodology/Sample

A total of 456 respondents evaluated the Parliament packs. The sample comprised 221 Parliament smokers and 235 Competitive lights smokers between the ages of 18-64. Quotas were developed to match Parliament's demographics, as follows: 60% king size smokers and 40% 100's; 40% male and 60% female; and 45% ages 18-34 and 55% ages 35-64. Interviewing took place in 8 malls in Parliament's strongest Region 1 markets -- New York, Philadelphia and Boston. Qualified respondents were shown the two new packs of Parliament as well as the Current Pack and asked their opinions and preference. The order in which the packs were shown was rotated to avoid positional bias.

Summary of Findings

Overall, the Current Pack and the New Pack/Old Lettering performed at parity, with both significantly outperforming the New Pack/New Lettering version. In general, males and younger adult smokers showed marginal preference for the Current Pack, while females and older smokers drove the preference for the New Pack/Old Lettering design.

- Among Parliament smokers, the Current and New Pack/Old Lettering designs evoked parity preference, with comparable percentages liking them "very much" (36% vs. 32%, respectively). Male Parliament smokers and those ages 18-34 showed marginal preference for the Current Pack. In contrast, female and older Parliament smokers expressed partiality for the New Pack/Old Lettering variation.
- Competitive smokers were more likely to rank the New Pack/Old Lettering configuration first, with the Current Pack evoking significantly fewer "first" rankings (46% vs. 36%, respectively). This is despite the fact that comparable percentages of Competitive smokers liked each of these two packs "very much". Just as with Parliament smokers, preference among Competitive smokers for the New Package/Old Lettering can be traced to females and older smokers.

Packaging preference was driven primarily by lettering design and secondarily by color. Significantly more smokers "very much" liked the style of lettering used on the Current and New Pack/Old Lettering designs than on the New Pack/New Lettering design. The new lettering was often considered "too plain".

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- Comparable percentages of both Parliament and Competitive respondents agreed that the Current Pack and New Pack/Old Lettering design "has the lettering style I like the best". However, a slightly greater percentage liked the lettering on the Current Pack "very much" than the lettering on the New Pack/Old Lettering version (43% vs. 37% of Parliament smokers and 42% vs. 38% of Competitive smokers).
- While there was no clear preference for the blue rectangular design among Parliament smokers, Competitive smokers were more likely to agree that the New Pack/Old Lettering version "has the blue rectangular design with the center I like best". Approximately one-third of Parliament and Competitive smokers liked each "very much".
- The crest on the New Pack/Old Lettering version was liked best, with one-half of both Parliament and Competitive smokers agreeing that this pack "has the crest I like the best".

The attribute profiles of the three designs suggest differences in smokers' perceptions about the packs. Both males and females within the Parliament and Competitive subgroups were more likely to consider the Current Package masculine and the two alternatives feminine.

- Furthermore, the Current Pack was perceived to be traditional, established, old-fashioned, boring, and unattractive by both Parliament and Competitive smokers.
- In contrast, both Parliament and Competitive smokers most often characterized the New Pack/Old Lettering design as classy looking, eye-catching, elegant, modern, trendy and innovative.
- Of the three designs, the Current Pack was least likely to be perceived as for young adults. This is true among both Parliament and Competitive smokers.

Both new packages implied a "less strong", "lighter" cigarette than the Current Pack.

- Five times as many Parliament and Competitive smokers agreed that cigarettes in the Current Pack would be "strong" compared to the other two packs.
- In contrast, cigarettes in both of the new packs were perceived to be smooth and light by both Parliament and Competitive smokers. Of the three packs tested, the New Pack/New Lettering version was most likely to convey lightness.

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